



Request for Proposals

Town of Los Gatos Bicycle and Pedestrian Master Plan

**ISSUANCE DATE
January 21, 2016**

**PROPOSALS DUE
Thursday, February 18, 2016
1:00 pm**

**Town of Los Gatos
Parks & Public Works Department
41 Miles Avenue
Los Gatos, CA 95030**



Town of Los Gatos

Parks and Public Works Department

41 Miles Avenue

Los Gatos, CA 95030

Phone: (408) 399-5770

Fax: (408) 354-8529

January 21, 2016

Dear Prospective Consultant:

The Town of Los Gatos Parks and Public Works Department is requesting written proposals for the preparation of a comprehensive Bicycle and Pedestrian Master Plan (BPMP). The successful proposer will have significant local experience preparing bicycle and pedestrian master plans of comparable complexity and scale for communities similar to that of Los Gatos along with extensive community outreach, public engagement and meeting facilitation experience. Key components of the Town of Los Gatos BPMP are anticipated to include:

- Inventory and mapping of key features of the existing bicycle and pedestrian network
- Bicycle and pedestrian collision analysis
- Bicycle and pedestrian counts at key locations
- Network gap and stress analysis
- Policy and program recommendations
- Prioritization of capital projects with preliminary cost estimates and phasing recommendations
- Identification of potential funding sources for programs and capital projects

Proposers should also provide guidance and recommendations to the Town regarding inclusion of California Streets and Highways Code section 891.2 bicycle transportation plan elements and Caltrans' Active Transportation Program (ATP) Active Transportation Plan components in the Town's BPMP.

To be considered for this contract, **three copies** of the proposal must be received by the Town no later than **1:00 p.m., Thursday, February 18, 2016** addressed as follows:

Town of Los Gatos
Bicycle and Pedestrian Master Plan Proposal
41 Miles Avenue
Los Gatos, CA 95030

All inquiries or questions regarding this proposal shall be directed to:

Bob Kass, Special Projects Manager
(408) 827-3548
bkass@losgatosca.gov

Detailed information on the requested services, proposal requirements and evaluation selection criteria are provided in the following sections of this request for proposals.

**REQUEST FOR PROPOSAL
TOWN OF LOS GATOS
BICYCLE AND PEDESTRIAN MASTER PLAN**

1. INTRODUCTION

The Town of Los Gatos is seeking proposals from qualified firms to provide professional consultant services for preparation of a Bicycle and Pedestrian Master Plan (BPMP). The successful proposer will have significant experience preparing bicycle and pedestrian master plans of comparable complexity and scale for communities similar to that of Los Gatos along with extensive community outreach, public engagement and meeting facilitation experience.

The selected proposer will be expected to deliver high-quality services and products, develop professional meeting and web-ready graphics, and work cooperatively with Town staff, Commissioners and the public throughout the development of the BPMP.

This will be the Town's first BPMP and significant community and Commission engagement and participation will be a major part of the plan development process.

2. BACKGROUND

In July, the Town of Los Gatos submitted an application to the Santa Clara County Public Health Department for a Partnership to Improve Community Health (PICH) grant. The grant application requested funding to retain a consultant with expertise in the development of bicycle and pedestrian master plans to facilitate community outreach and engagement and prepare a Town BPMP.

In August, staff received notice from the County Public Health Department that the Town had been awarded a \$40,000 grant for development of a BPMP. A key component of the success of the grant proposal was the significant amount of successful community engagement the Town was able to demonstrate through efforts such as a pilot green bike lanes project, active participation in a "Safe Routes to Schools" collaborative working group, and the recent establishment of a Bicycle and Pedestrian Advisory Commission (BPAC).

The Town of Los Gatos does not currently have an adopted Bicycle or Pedestrian Master Plan. The Transportation Element of the Los Gatos General Plan, which was adopted in September 2010, identifies the location of existing and proposed bikeways and multi-use trails within the Town of Los Gatos. (See: losgatosca.gov/DocumentCenter/Home/View/1737.) The General Plan identifies development of a BPMP as a Transportation Element Action Item (TRA-11.1). Preparation of a BPMP is also a top strategic goal for the newly formed Bicycle and Pedestrian Advisory Commission (BPAC). In addition to providing a roadmap for future capital and program expenditures to enhance bicycle and pedestrian mobility throughout the Town, adoption of a BPMP is anticipated to allow the Town to more successfully compete for a range of regional and State grant funds for bicycle and pedestrian improvement projects and programs.

In addition to the PICH Grant, the City of Monte Sereno has agreed to contribute funds toward the development of the BPMP in consideration of the shared pedestrian and bicycle network that exists between the two jurisdictions, particularly along Highway 9 and in the vicinity of Daves Elementary School. The final BPMP should therefore include key bicycle and pedestrian

connections and destinations within the City of Monte Sereno and provide enough community analysis and detail such that Monte Sereno, if desired, could adopt the Los Gatos BPMP as its own BPMP.

3. REQUESTED SCOPE OF SERVICES

The selected consultant will be expected to prepare a detailed scope of services including a community outreach and public engagement plan as part of the agreement between the Town and the consultant. The following elements are anticipated to be critical components of the required scope of work, and should provide prospective proposers with a starting point for developing a detailed project scope:

- Review of existing Town bicycle and pedestrian related documents and initiatives, including General Plan, Complete Streets, Safe Routes to Schools, etc.
- Review of other agency bicycle and pedestrian policies and plans for coordination opportunities (VTA, Caltrans, Santa Clara County, Midpeninsula Regional Open Space District, Vision Zero, neighboring cities).
- Guidance and recommendations to the Town regarding inclusion of California Streets and Highways Code section 891.2 bicycle transportation plan elements and Caltrans' Active Transportation Program (ATP) Active Transportation Plan components in the Town's BPMP.
- Review, and update as needed, the existing General Plan bikeway inventory.
- Identification of gaps in existing bicycle and pedestrian network hindering safe and convenient access to key destinations (e.g. schools, parks, transit, major local and regional bicycle and pedestrian facilities).
- Identification of additional opportunities to enhance the safety and accessibility of the bicycle and pedestrian network.
- Bicycle and pedestrian collision analysis.
- Bicycle and pedestrian counts at key locations.
- Outreach including public workshops, commission presentations, social media presence.
- Coordination with "Safe Routes to Schools" collaborative.
- Development of recommended policies and programs.
- Identification of proposed capital projects.
- Identify locations where additional right-of-way and/or plan line adjustments may be needed to accommodate improvements.
- Development of preliminary project and program cost estimates.
- Prioritization and phasing of projects and programs.
- Identification of funding sources.
- Environmental review (to be determined as additional services).

4. COMMUNITY OUTREACH AND CITIZEN ENGAGEMENT

Community outreach and citizen engagement will be a critical component of the development of the BPMP. For purposes of developing a proposal in response to this RFP, interested firms should anticipate at least the following community, Commission and Town Council meetings:

Category	# Mtgs.
Bicycle and Pedestrian Advisory Commission	3
Parks Commission	2
Transportation and Parking Commission	2
Community Outreach Meeting	2
Safe Routes to Schools Committee	2
Town Council	1

Any additional meetings recommended by the proposer should be included and described in the recommended approach to the project.

5. SCHEDULE

The anticipated RFP Process and Project Schedule is as follows:

Council Authorization to Issue RFP	January 19, 2016
Issue RFP	January 21, 2016
Proposals Due	February 18, 2016
Rate Proposals and Conduct Interviews with Highest Rated Proposers	March 3, 2016
Council Approval of Consultant Agreement	April 5, 2016
Notice to Proceed	May 2, 2016
Existing Conditions Analysis	May-June 2016
Bicycle and Pedestrian Counts	May-June 2016
Gap Analysis and Project Identification	July-Sep 2016
Community Outreach and Public Meetings	July-Sep 2016
Draft Master Plan Complete	October 2016
Commission Presentations	Nov-Dec 2016
Council Approval of Final Master Plan	December 2016

6. SUBMITTAL REQUIREMENTS

Proposals must include the following:

1. Qualifications and Experience. Detailed information on the background, qualifications and experience of the firm and team members, emphasizing and detailing the successful completion of projects of comparable size and complexity in communities similar to Los Gatos.
2. Project References. A minimum of three project references with contact information for projects completed or substantially completed within the last 5 years. Project references should be applicable to the specific project manager and key team members proposed for this project. Project references should include the size of the contract (dollar amount) and final outcome (approved by Council; accepted by staff; in process; etc.)
3. Current Projects. A listing of any projects, including references, that the firm currently has under contract to which the proposed project manager has significant project responsibilities.

4. Resumes. Resumes of assigned team members, including key subconsultants, detailing experience and qualifications.
5. Review of Preliminary Scope of Work and Schedule. Review the preliminary scope of work and provide comments, including changes to schedule, sequencing, specific work items, and/or recommendations for additional work items or optional tasks.
6. Project Approach, Community Outreach and Proposed Scope of Work. Provide a description of the project approach, including a detailed description of how the public outreach and community engagement process will be conducted. Describe any social media or web-based platforms for obtaining public input, as well as your firm's approach to conducting public meetings. Provide a preliminary scope of work and schedule aligned with key tasks as described in the RFP, with any additions or modifications recommended in the proposal.
7. Cost Proposal. In a separate sealed envelope submit a not to exceed fee proposal tied to a fee estimate by key task or project phase. Please also submit the current hourly rates for all project staff and subconsultants.
8. Authorization. A letter signed by a principal of the firm authorized to submit proposals on behalf of the firm.

To be considered for this contract, **three copies** of the proposal must be received by the Town no later than **1:00 p.m., Thursday, February 18, 2016** addressed as follows:

Town of Los Gatos
Bicycle and Pedestrian Master Plan Proposal
41 Miles Avenue
Los Gatos, CA 95030

Please note that faxes, electronic submissions, or any media other than hard copies are not acceptable.

7. EVALUATION CRITERIA

The following criteria will be used by the Town in evaluating proposals:

- Quality and completeness of proposal.
- Experience completing projects of similar scope and complexity in communities comparable to Los Gatos.
- Public meeting facilitation and community engagement expertise and techniques.
- Relevant experience and expertise of the proposed project team members.
- Familiarity with bicycle and pedestrian issues in Los Gatos and/or surrounding communities and jurisdictions.
- Technical knowledge and subject matter expertise.
- Ability to perform the work within the time specified.
- Creativity in approach to scope of work.
- References.

- Acceptance of standard consultant services agreement and insurance requirements, including any proposed changes to the agreement or insurance coverages.
- Cost for the requested scope of services.

8. SELECTION PROCESS

Town staff will review the proposals received using the evaluation criteria listed above and rank firms based on the quality of their proposals and the extent to which the proposer demonstrates the ability to provide the services requested in a cost-efficient manner. It is anticipated that the top-ranked firms will be invited to an interview with Town staff. Final consultant selection will be made based on combined scoring of the submittal and the interview. The proposer's designated project manager should attend any interview and be the primary spokesperson and presenter on behalf of the firm.

9. QUESTIONS

All questions regarding this RFP or the project must be submitted via email to Bob Kass at bkass@losgatosca.gov no later than 5:00 p.m. on Tuesday, February 9, 2016. All questions and responses will be available for review on the Town's website at www.losgatosca.gov/bikepedrfp. The Town will make every effort to post and respond to questions within 2 business days during the proposal solicitation period. The final posting of questions and responses on the Town's website will be 5:00 p.m. Thursday, February 11, 2016.

10. ADDENDA

Any addenda to the RFP, including extensions of time to submit proposals, will be posted on the Town's website at www.losgatosca.gov/bikepedrfp. Proposers shall be responsible for checking the Town's website periodically up until the submission deadline for any addenda. Submission of an RFP to the Town shall constitute acknowledgement of review of any addenda by Proposer.

11. WITHDRAWAL OF PROPOSALS

A Proposer may withdraw its proposal at any time before the expiration of the time for submission of proposals as provided in the RFP or any addenda by delivering a written request for withdrawal signed by, or on behalf of, the Proposer.

12. CONSULTANT SERVICES AGREEMENT AND INSURANCE COVERAGE

The selected firm shall execute the Town's standard consultant services agreement, a sample of which is included as Attachment 1. The selected consultant shall also procure and maintain the insurance coverages detailed in the standard agreement at Proposer's sole cost and expense and for the full term of the agreement or any extension thereof. If a Proposer desires to take exception to any provisions of the Agreement or insurance coverages, the Proposer shall identify all proposed changes to the Agreement or insurance requirements and include them as part of the proposal submission. If no changes are submitted as part of the proposal, then full acceptance of the agreement and insurance requirements shall be assumed by the Town.

All insurance policies, endorsements, certificates and/or binders shall be subject to the approval of the Town of Los Gatos as to form and content and the selected Proposer agrees to provide the

Town with a copy of said policies, certificates and/or endorsement upon award of Agreement.

Consultant's invoices shall be submitted for time and materials worked against specific tasks and consistent with the costs shown on Consultant's Fee Schedule which will be attached to the Consultant Services Agreement. The Consultant shall ensure that invoices are submitted with adequate detail and description of work completed as needed in order for the Town to prepare grant reimbursement invoices.

13. BUSINESS LICENSE

The successful proposer must either possess a current Town of Los Gatos business license or must have submitted a Town of Los Gatos business license application and fee prior to contract award. The cost of a Town Business License is \$200 per year per professional staff member that actually conducts business within the Town of Los Gatos. For purposes of this RFP, the proposer should estimate a Business License fee of \$600.

The Business License Application for professional service providers is available on the Town of Los Gatos website at <http://www.losgatosca.gov/DocumentCenter/View/7811>.

14. PUBLIC NATURE OF PROPOSAL MATERIAL

Responses to this RFP become the exclusive property of the Town of Los Gatos. At such time as the Town awards a contract, all proposals received in response to this RFP become a matter of public record and shall be regarded as public records, with the exception of those elements in each proposal which are defined by the Proposer as business or trade secrets and plainly marked as "Confidential," "Trade Secret," or "Proprietary." The Town shall not in any way be liable or responsible for the disclosure of any such proposal or portions thereof, if they are not plainly marked as "Confidential," "Trade Secret," or "Proprietary," or if disclosure, in the Town's sole discretion, is required under the California Public Records Act as addressed below. Any proposal which contains language purporting to render all or significant portions of the proposal "Confidential," "Trade Secret," or "Proprietary" shall be regarded as non-responsive.

Although the California Public Records Act recognizes that certain confidential trade secret information may be protected from disclosure, the Town of Los Gatos may determine, in its sole discretion that the information that a Proposer submits is not a trade secret. If a request is made for information marked "Confidential," "Trade Secret," or "Proprietary," the Town shall provide the Proposer who submitted the information reasonable notice to allow the Proposer to seek protection from disclosure by a court of competent jurisdiction, at the Proposer's sole expense.

15. COLLUSION

By submitting a proposal, each Proposer represents and warrants that its proposal is genuine and is not made in the interest of or on behalf of any person not named therein; that the Proposer has not directly induced or solicited any other person to submit a sham proposal or any other person to refrain from submitting a proposal; and that the Proposer has not in any manner sought collusion to secure any improper advantage over any other person submitting a proposal.

16. TOWN RIGHTS RESERVED

This RFP does not commit the Town to enter into an agreement, nor does it obligate the Town to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

The Town further reserves the right to:

- Reject any and all proposals.
- Issue subsequent Requests for Proposals.
- Postpone opening proposals for its own convenience.
- Remedy errors in the Request for Proposals process.
- Approve or disapprove the use of particular subconsultants.
- Negotiate with any, all or none of the Proposers.
- Accept other than the lowest cost offer.
- Waive minor informalities and irregularities in the proposals.
- Enter into an agreement with another Proposer in the event the originally selected Proposer defaults or fails to execute an agreement with the Town.

Any agreement shall not be binding or valid with the Town unless and until it is approved by the Town Council and executed by authorized representatives of the Town and of the Proposer.

17. DISQUALIFICATION

Factors, such as, but not limited to, any of the following, may disqualify a proposal without further consideration:

- Evidence of collusion, directly or indirectly, among Proposers in regard to the amount, terms or conditions of this proposal.
- Any attempt to improperly influence any member of the Town in selecting a Proposer.
- Existence of any lawsuit, unresolved contractual claim or dispute between Proposer and the Town.
- Evidence of false or incorrect information knowingly submitted as part of the proposal.
- Evidence of Proposer's inability to successfully complete the responsibilities and obligations of the proposal.
- Proposer's default under any previous agreement with the Town.

18. GRATUITIES

No person shall offer, give or agree to give any Town employee any gratuity, discount or offer of employment in connection with the award of contract by the Town. No Town employee shall solicit, demand, accept or agree to accept from any other person a gratuity, discount or offer of employment in connection with a Town contract.